

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT CANADA, INC.

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NEW CONCORD MENTHOL

**First menthol ever that adjusts
from rich to mild.**

Concord's revolutionary Flavor Control™ Filter is the secret. It actually lets you adjust the menthol flavor from a cool, rich low tar to a light, refreshing ultra low tar, or anywhere in between. So you enjoy the taste you want, when you want. Only Concord gives you adjustable flavor to suit your taste.

For a light, refreshing
ultra low tar, turn arrow to
the narrow slot.

For a cool, rich
low tar, turn arrow to
the thick slot.

**Great taste
at every turn!**

**Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.**

Not suitable for all uses.

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Maximum 15 mg "tar," 1.0 mg nicotine; minimum 5 mg "tar,"
0.5 mg nicotine av. per cigarette by FTC method.

"Tar" and nicotine vary depending
upon position of arrow on filter.

